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ACCOUNT ACTIVITY REPORT: Downtown Center Business Improvement District

MAY 2015

TO: Carol Schatz, Suzanne Holley, Nicholas Griffin, Lauren Reilly Mitchell

Public Relations activity performed by Macy + Associates for the Downtown Center Business Improvement District

ACCOUNT STRATEGY

- Provide media relations support to the DCBID'S events.
- Promote the DCBID as one of the central forces in attracting new business, retail and residential growth to the Central Business District.
- Promote the DCBID as the catalyst for the continued transformation of downtown Los Angeles into a 24/7 city.
- Continue to promote the content of the DCBID's Annual and Quarterly Reports to local, regional and national media as the source for statistical information on the people who live, work and visit the downtown marketplace.

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PUBLIC RELATIONS

• **Real Estate Forum: Women of Influence Nomination**

As part of our media relations outreach, Agency nominated Carol Schatz as a California Women of Influence with the Real Estate Forum. Agency drafted initial answers for the nomination form, worked in Client feedback and submitted the nomination to the publication.

On 5.20, Agency was notified that Client was selected as a winner and would be featured in the June 2015 Issue of the publication. Agency will continue to monitor for publishing and will forward to Client once special edition goes to print.

Subsequently, Real Estate Forum reached out to Agency to see if Client would like to run a congratulatory ad in support of the issue. Agency forwarded opportunity to Client. As of 5.30, opportunity was pending Client Approval.

Status: Submission Complete. Client to address Advertising Opportunity and Agency to continue monitoring for publishing.

• **Los Angeles Business Journal: Women Making A Difference Nomination**

Subsequent to Carol's selection as one of the Los Angeles Business Journal's 2015 Women Making A Difference Awards and Symposium, Agency worked with Client to secure attendance at the Awards Ceremony portion of the event on 5.04.



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Status: Complete. Client received award at 2015 Los Angeles Business Journal Women Making a Difference Awards & Symposium on 5.04.

• **LA Weekly – Sidewalk Power Washing**

On 5.06, Client received a media inquiry from LA Weekly regarding the DCBID's sidewalk power washing protocols (as it pertains to water use during the current drought) in order to be advised on how to respond. Agency worked with Client and drafted an official statement and sent to Client for review and approval on 5.06. Agency received Client approval and submitted the statement to reporter on 5.07.

Status: As of 5.31, article had not yet published. Agency continues to monitor.

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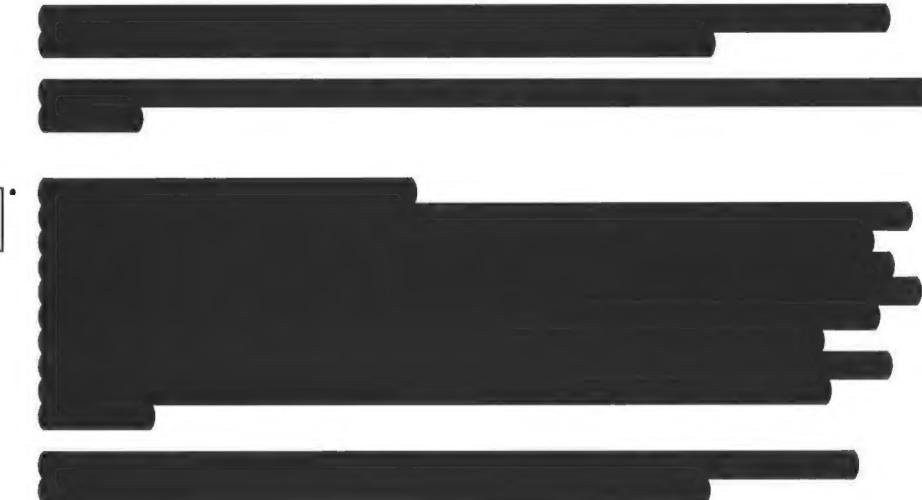
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- **Los Angeles Business Journal Inquiry: Medallion Apartments**

On 5.07, Agency received a request from the Los Angeles Business Journal seeking a statement from Client regarding the Medallion Apartments. Although the project is outside of the DCBID's district, Agency forwarded the inquiry to Client to see if they wished to comment. It was collectively decided that Client would not comment, as they do not have information on the project nor someone at the correct BID to refer the reporter to.

Status: Complete. Agency forwarded official no comment.

- **Downtown News Media Inquiry**

On 5.11, Client forwarded Agency an email from reporter at the Downtown News requesting latest demographics numbers. Being that Client does not have the specific data that was requested, Agency responded on behalf of Client to reporter, informing her Client did not have the statistics she was seeking.

Status: Complete.

- **Carol Schatz's Media Coverage**

On 5.13, Client requested that Agency compile list of media clips that have profiled Carol Schatz over the past year for their records. Agency went through archives and sent to Client a package of articles for review and files on 5.13.

Status: Complete.

- **KPCC - Construction Boom Media Inquiry**

Per Client request on 5.26, Agency assisted with the correspondence and information gathering for reporter at KPCC. Upon receiving information from Client, Agency forwarded to



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reporter and facilitated in arranging a phone interview between reporter and N. Griffin for afternoon of 5.26. In addition to facilitating a brief Media Training call with client, Agency forwarded a messaging document for use in advance of the interview.

Following the call, reporter sent over additional questions to Agency, which were immediately forwarded to Client. Agency assisted Client with messaging prior to Client sending answers to reporter.

Status: Interview Complete. Agency monitoring for footage.

- **Website Content: Press Releases**

Per Client request, Agency forwarded the most recent press releases about DCBID programs as well as links of external news stories about DCBID to be added to Client's website. Agency honored Client deadline of 5.15 and provided the documents to Client via email on 5.14.

Status: Complete.

- **Beacon Study**

Per Client request on 5.06, Agency participated in 5.11 call to discuss the release of the Beacon Demographics Study as well as the possibility of hosting a press conference for the reveal. Following the conference call, Agency and Client are working to determine whether a press conference is in Client's best interest. Once Client gives the O.K., Agency will draft a press release announcing the distribution of the study.

Status: Ongoing. Currently pending additional Client feedback.

- **Los Angeles Magazine Inquiry**

On 5.01, Agency forwarded an email from a reporter at Los Angeles Magazine seeking a map from the DCBID as well as the Q1 2015 Market Report. Agency responded on behalf of Client supplying the reporter with documents requested.

Status: Complete.

- **Year End Market Report Press Release**

To accompany the completion of the Year End Market Report, Agency drafted a press release announcing the finalization and distribution of the report and sent to Client for initial review on 3.30. After Agency incorporated changes and sent release back to Client on 3.31, Client provided Agency with additional feedback on 4.13. Upon incorporating revisions, Agency resent release to Client for final review and sign off on 4.14. Currently pending Client approval and direction.

Status: Ongoing. Release is currently pending final review and sign off from Client.

CREATIVE / COLLATERAL / ADVERTISING

- **GET URBAN Los Angeles Business Journal Advertising Supplement**

LOS ANGELES 411 Culver Boulevard, Playa del Rey, California 90293 voice 310.821.5300 fax 310.821.8178
SAN FRANCISCO 1760 Montgomery Street, San Francisco, California 94111 voice 415.954.6550 fax 415.954.8598
www.macyinc.com



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Following the Los Angeles Business Journal Women Making a Difference Symposium, an ad rep from the publication reached out to Client in regards to placing an advertorial pertaining to the rebirth of Downtown L.A. in the 5.25 issue. Client forwarded the inquiry to Agency on 5.06 to seek their advice in participating in the opportunity.

On 5.17, Client informed Agency of their decision to move forward with the supplement and requested that they review copy. Agency carefully reviewed the advertorial and sent feedback to Client on 5.20. Agency provided the correct contact for submitting the advertorial at the LABJ and Client turned in the supplement on 5.21.

Status: Complete.

- **GET URBAN Cover Image for Treasures Slide Show**

Per Client request, Agency created and forwarded a 300dpi .jpg of the GET URBAN Brochure Cover, to be used in the Treasure's Slide Show.

Status: Complete.

MEETINGS/CALLS/EVENTS

Non-responsive

- [REDACTED]
- [REDACTED]
- [REDACTED]
- MAY 11: CALL – Beacon Study (N. Griffin, S. Holley, L. Reilly Mitchell, E. Shore, K. Macy, J. Halloran, N. Weiner)

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- [REDACTED]
- [REDACTED]
- [REDACTED]
- MAY 26: CALL – (N. Griffin, E. Shore, J. Halloran)
- MAY 26: INTRVW – (N. Griffin, K. Lepore - KPCC)
- MAY 28: EVNT – GET URBAN Tour # 3

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- [REDACTED]
- MAY CORRESPONDENCE – (C. Schatz, [REDACTED] N. Griffin, S. Holley, M. Filson, E. Shore, L. Reilly Mitchell)

NEXT STEPS

- Execute upon the 2015 "pitch calendar" that combines editorial opportunities with key milestones in downtown LA.
- Continue to pitch the DCBID as one of the central forces in attracting new business, retail and residential growth to the Central Business District.
- Continue to maximize the visibility and value of the DCBID Market Reports, pitching the BID as THE source for Downtown market information.



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- Continue to provide public and media relation's strategies in support of DCBID Events.
- Review and secure editorial calendar opportunities for upcoming stories on downtown Los Angles that are aligned with our media strategy goals.
- Research and secure targeted speaking opportunities that are aligned with our media strategy goals.
- Assist in the efforts to promote the 'GET URBAN' Creative and Tech Office Initiative.

ONGOING MONTHLY ACTIVITIES

- Research
- Clip Tracking
- Account Service
- Client Communication
- Account Report